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10/040,759	01/09/2002	Hyuck Jin Kwon	K-0369	2164
34610	7590	11/01/2005	EXAMINER	
FLESHNER & KIM, LLP P.O. BOX 221200 CHANTILLY, VA 20153			IQBAL, KHAWAR	
			ART UNIT	PAPER NUMBER
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DATE MAILED: 11/01/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b> 10/040,759	<b>Applicant(s)</b> KWON, HYUCK JIN	
	<b>Examiner</b> Khawar Iqbal	<b>Art Unit</b> 2688	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 13 September 2005.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-4,6-13 and 15-44 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-4,6-13 and 15-44 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-4, 10,13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chern et al (20030060211) and further in view of Bloebaum et al (20020080063) and Hatano et al (20030088637).

3. Regarding claim 1 Chern et al teaches a method of providing a position-matched information service, comprising (fig. 2):

searching a database of information for content corresponding to a current location of a the mobile terminal determined by location tracking when information content is requested by the mobile terminal (para. # 0027, 0049, 0051); and transmitting the searched content to the mobile terminal (para. # 0027, 0051).

wherein the location tracking comprises: receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal from a network providing the mobile terminal with a mobile communication (para. # 0027, 0051, 0053, 0056-0065); and determining a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal (para. # 0027, 0051, 0053, 0056-0065). Chern et al does not specifically teach matching the received inherent number of the base transceiver

station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained.

In an analogous art, Bloebaum et al teaches matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained (para. # 0004, 0027-0030, 0035-0039). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al by specifically adding feature in order to enhance system performance the geographic location of the mobile terminal is determined efficiently as taught by Bloebaum et al.

Chern et al teaches provided include map information; driving information; location information; location of retailers, goods, services, or other points of interest near the communication device; and any other information that may be useful or valuable to a user of the communication device. The device location is sent to a remote server that accesses and compiles the requested information and sends it back to the user via the communication device (para. # 0027). Chern et al and Bloebaum et al do not specifically teach the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current of the mobile terminal.

In an analogous art, Hatano et al the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current of the mobile terminal (figs. 8 and 10, para. # 0052-0055).

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Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al and Bloebaum et al by specifically adding feature in order to enhance system performance determined the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained and language conversational as taught by Hatano et al.

Regarding claim 2 Chern et al teaches wherein the information content comprises multimedia information content (para. # 0027, 0051, 0053).

Regarding claim 3 Chern et al teaches wherein the multimedia information comprises at least one of video, audio and text data (para. # 0027, 0051, 0053).

Regarding claims 4,13 Chern et al teaches wherein the multimedia information comprises at least one of a series of conversational phrases appropriate to the current location of the mobile terminal (para. # 0027, 0051, 0053, see claim 1).

Regarding claim 10 Chern et al teaches a method of providing a position-matched information service, comprising:  
tracking a location of a specific mobile terminal (para. # 0027, 0049, 0051); registering a final location of the mobile terminal; searching a specific multimedia data stored in a memory that corresponds to the registered final location when the mobile terminal requests a multimedia service at the registered final location (para. # 0027, 0049, 0051); and transmitting the multimedia data to the mobile terminal (para. # 0027, 0049, 0051). wherein the tracking location comprises: receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the

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mobile terminal from a network providing the mobile terminal with a mobile communication (para. # 0027, 0051, 0053, 0056-0065); and determining a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal (para. # 0027, 0051, 0053, 0056-0065). Chern et al does not specifically teach matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained.

In an analogous art, Bloebaum et al teaches matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained (para. # 0004, 0027-0030, 0035-0039). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al by specifically adding feature in order to enhance system performance the geographic location of the mobile terminal is determined efficiently as taught by Bloebaum et al. Chern et al teaches provided include map information; driving information; location information; location of retailers, goods, services, or other points of interest near the communication device; and any other information that may be useful or valuable to a user of the communication device. The device location is sent to a remote server that accesses and compiles the requested information and sends it back to the user via the communication device (para. # 0027). Chern et al and Bloebaum et al do not specifically teach the transmitted content

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including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current of the mobile terminal.

In an analogous art, Hatano et al the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current of the mobile terminal (figs. 8 and 10, para. # 0052-0055). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al and Bloebaum et al by specifically adding feature in order to enhance system performance determined the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained and language conversational as taught by Hatano et al.

4. Claims 41 and 42 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chern et al (20030060211) and further in view of Bloebaum et al (20020080063), Hatano et al (20030088637) and Leifer (6681109).

Regarding claims 41 and 42 Chern et al teaches the wireless device sends a monitor request to a remote server and when conditions are met the system uses the server to determine if there is sufficient space for an advertisement and if there is generates the advertisement and appends it to the alert message. The alert message with the appended advertisement is then sent to the wireless device. Chern et al, Bloebaum et al and Hatano et al do not specifically teach terminal located within restaurant.

In an analogous art, Leifer teaches terminal located within restaurant (col. 2, lines 21-45). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al, Bloebaum et al and Hatano et al by specifically adding feature terminal located within restaurant in order to enhance system performance as taught by Leifer.

5. Claims 31-32,36,37,40 are rejected under 35 U.S.C. 103(a) as being unpatentable over ludwig (6256498) and further in view of Bloebaum et al (20020080063) and Hatano et al (20030088637).

Regarding claim 31 ludwig teaches a mobile communication system, comprising (figs. 2,3):

at least one base station configured to communicate with at least one mobile terminal; a base station controller coupled to control the at least one base station; a mobile switching center coupled to the (col.6, lines 30-45); an inter-gateway coupled to the MSC and configured to allocate an IP address and a modem resource for an information call to the least one mobile terminal (fig. 8); a location server coupled to the MSC and configured to determine current tracking information of the least one mobile terminal and temporarily store the tracking information (col. 8, lines 15-40); and a service server coupled to the location server and the IG, and provide the content to the at least one mobile terminal in accordance with the current tracking information of the at least one mobile terminal (col. 8, lines 15-51). ludwig does not specifically teach configured to store electronic maps for respective service areas of the at least one BS



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according to an inherent number assigned to the at least one BS and to store content information corresponding to the respective service areas.

In an analogous art, Bloebaum et al teaches configured to store electronic maps for respective service areas of the at least one BS according to an inherent number assigned to the at least one BS and to store content information corresponding to the respective service areas (para. # 0004, 0027-0030, 0035-0039). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of ludwig by specifically adding feature in order to enhance system performance the geographic location of the mobile terminal is determined efficiently as taught by Bloebaum et al.

ludwig and Bloebaum et al do not specifically teach the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current of the mobile terminal.

In an analogous art, Hatano et al the transmitted content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current of the mobile terminal (figs. 8 and 10, para. # 0052-0055). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of ludwig and Bloebaum et al by specifically adding feature in order to enhance system performance determined the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained and language conversational as taught by Hatano et al.

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Regarding claim 32 ludwig teaches a home location register coupled to the location server (fig. 2 HLR).

Regarding claim 36 ludwig teaches wherein the location server determines the current tracking information of the at least one mobile terminal in accordance with a location registration message from the least one mobile terminal and a base station number of a base station in communication with the least one mobile terminal (col. 8, lines 15-51).

Regarding claim 37 ludwig teaches wherein the location server determines the current tracking information of the least one mobile terminal using radio (col. 8, lines 15-51).

Regarding claim 40 ludwig teaches wherein the service server is coupled to the IG using a TCP/IP connection (col. 8, lines 15-51).

6. Claim 44 are rejected under 35 U.S.C. 103(a) as being unpatentable over ludwig (6256498) and further in view of Bloebaum et al (20020080063) and Leifer (6681109).

Regarding claim 44 ludwig and Bloebaum et al do not specifically teach terminal located within restaurant.

In an analogous art, Leifer teaches terminal located within restaurant (col. 2, lines 21-45). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of ludwig by specifically adding feature terminal located within restaurant in order to enhance system performance as taught by Leifer.

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7. Claims 6-9,11-12,15-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chern et al (20030060211) and further in view of Bloebaum et al (20020080063) and Kesanupalli (6603837).

8. Regarding claims 18-22 Chern et al teaches a method of providing a position-matched conversation service, comprising:

storing a plurality of phrases as multimedia data corresponding to a plurality of situations of a plurality of sites (para. # 0027, 0051-0053), respectively; determining a location of a mobile terminal in accordance with a location tracking procedure when the mobile terminal requests an service (para. # 0027, 0051, 0053, 0056-0065); determining which one of the plurality of sites corresponds to the location of the mobile terminal (para. # 0027, 0051, 0053); and transmitting an language conversational multimedia phrase corresponding to the situation and site of the mobile terminal (para. # 0027, 0051, 0053); wherein the location tracking comprises: receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal from a network providing the mobile terminal with a mobile communication(para. # 0027, 0051, 0053, 0056-0065); and determining a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal (para. # 0027, 0051, 0053, 0056-0065). Chern et al does not specifically teach matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained and English language conversational.

In an analogous art, Bloebaum et al teaches matching the received inherent number of the base transceiver station and the tracking location of the mobile terminal with an electronic map of the base transceiver station wherein the electronic map is previously retained (para. # 0004, 0027-0030, 0035-0039). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al by specifically adding feature in order to enhance system performance the geographic location of the mobile terminal is determined efficiently as taught by Bloebaum et al. Chern et al and Bloebaum et al do not specifically teach English language conversational.

In an analogous art, Kesanupalli teaches English language conversational (col. 18, lines 35-60, col. 19, line 51-col. 20-line 3). A Web server 402 is provided that serves users 114 with choices of different languages and that presents a user interface in a user's 114 language of choice. During the registration process with the domain multi-server, via the Internet 116, a user 114 specifies the locale of their choice by selecting from one of several locales supported by the Web server 402. A locale is a combination of a language code and a language country code. There could be more than one locale for a specific language. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al and Bloebaum et al by specifically adding feature English conversational services provider in order to enhance system performance as taught by Kesanupalli. Regarding claims 6-9,11,12,15-17 Chern et al teaches location based information retrieval system and method for wireless communication devices. A position

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determination system is included with the wireless communication device to allow the location of the device to be determined. The location of the device can be used to provide additional information or features to a user of the wireless communication device and the information that may be provided include map information; driving information; location information; location of retailers, goods, services, or other points of interest near the communication device; and any other information that may be useful or valuable to a user of the communication device. Handset 130 communicates with a server 136 and database 138 over a wireless network 140. In method 600, a web site maintained on server 136 handles user requests for information. The web site includes a "services home page" that serves as an index to the available information services. Handset 130 is equipped with an Internet browser or mini browser program that accesses server 136 via network 140 and pulls the services home page to handset 130. The home page is displayed on the handset display 108 (para. # 0027, 0051, 0053).

Chern et al and Bloebaum et al do not specifically teach English language conversational.

In an analogous art, Kesanupalli teaches English language conversational (col. 18, lines 35-60, col. 19, line 51-col. 20-line 3). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al and Bloebaum et al by specifically adding feature English conversational services provider in order to enhance system performance as taught by Kesanupalli.

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9. Claim 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chern et al (20030060211) and further in view of Bloebaum et al (20020080063), Kesanupalli (6603837) and Leifer (6681109).

Regarding claim 43 Chern et al, Bloebaum et al and Kesanupalli do not specifically teach terminal located within restaurant.

In an analogous art, Leifer teaches terminal located within restaurant (col. 2, lines 21-45). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Chern et al Bloebaum et al by specifically adding feature terminal located within restaurant in order to enhance system performance as taught by Leifer.

10. Claims 33-35,38 and 39 are rejected under 35 U.S.C. 103(a) as being unpatentable over ludwig (6256498) and further in view of Bloebaum et al (20020080063) and Kesanupalli (6603837).

Regarding claims 33-35,38 and 39 ludwig teaches the mobile station includes a receiver (4) for transmission information, which are received by a base station subsystem. A location data filter (6), which selects location specific data from the received transmission information. An interface to a mobile unit (8) sets-up a connection to a mobile unit, which is connected to the mobile station. A request is received for location specific data from the mobile unit and the location specific data are transmitted to the mobile unit. Preferably, the location data filter identifies a cell identifier for the base station subsystem (para. # 0004, 0027-0030, 0035-0039). ludwig and Bloebaum et al do not specifically teach English language conversational.

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In an analogous art, Kesanupalli teaches English language conversational (col. 18, lines 35-60, col. 19, line 51-col. 20-line 3). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Ludwig and Bloebaum et al by specifically adding feature English conversational services provider in order to enhance system performance as taught by Kesanupalli.

11. Claims 23-30 rejected under 35 U.S.C. 103(a) as being unpatentable over Kawase (6600919) and further in view of Leifer (6681109).

12. Regarding claim 23 Kawase teaches a method of providing a position-matched English conversation service, comprising (figs. 1-11):

storing a plurality of English conversational multimedia phrases relating to a plurality of conversations (col. 4, lines 15-67); determining a present location of a mobile terminal when an English conversation service is requested from the mobile terminal (col. 4, lines 15-67); and transmitting a selected one of the plurality of the related English conversational multimedia phrases to the mobile terminal when it is determined that the present location of the mobile terminal (col. 4, lines 15-67).

Kawase teaches the ID code of a country in which user exists, is acquired from the base station by an acquisition unit. A functional modification unit changes the process function corresponding to each country automatically based on the acquired ID code. Regarding claims 24-30 Kawase teaches English conversational multimedia phrases are classified into a first situation multimedia data, a second situation multimedia data used, and wherein the classified first, second, and third situation multimedia data are transmitted to the mobile terminal in a single data stream (col. 4, lines 15-67). Kawase

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does not specifically teach terminal located within restaurant, ordering meal dining at restaurant.

In an analogous art, Leifer teaches terminal located within restaurant (col. 2, lines 21-45). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the device of Kawase by specifically adding feature terminal located within restaurant in order to enhance system performance as taught by Leifer.

### ***Response to Arguments***

13. Applicant's arguments with respect to claims 1-4,6-13,15-44 have been considered but are moot in view of the new ground(s) of rejection.

### ***Conclusion***

14. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of



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the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

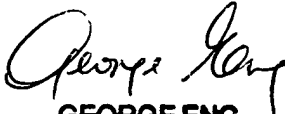
Any inquiry concerning this communication or earlier communications from the Examiner should be directed to Khawar Iqbal whose telephone number is (571) 272-7909.

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, George Eng can be reached on (571) 272-7495. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free) or 703-305-3028.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist/customer service whose telephone number is (571) 272-2600.

Khawar Iqbal

  
**GEORGE ENG**  
**PRIMARY EXAMINER**